



# STRATHMORE STANDARD

VOL XXIX, NO. 7      Strathmore, Alberta, December 16, 1937      Subscription per Annum \$2.00; Foreign \$3.50.

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# Christmas GIFTS

## Look Over Our New Stock

ROASTERS — SILVERWARE

PYREX WARE — CUTLERY

SKATE OUTFITS — HOCKEY STICKS

NOMA LIGHTS, SLEIGHS, WAGONS

CURLING BROOMS NOW IN

STEWART WARNER RADIOS

BURGESS BATTERIES

FLASHLIGHTS

## Strathmore Hardware

"The Store of Quality and Service"

M. A. RELLINGER.

PHONE 34

## Pot Pourri

Formula for Success—

Stand up to be seen, speak up to be heard, and shut up to be appreciated.  
An Example of Rigid Economy—  
A dead start.

Dig a trench shoulder high in your garden, fill it full of water and get in to it. Remain there two or three days on an empty stomach. Furthermore, live a lunatic to shout at you with revolvers and machine guns at close range. This arrangement is quite equal to a war and costs your country very much less.

With doubt and dismay you are smitten.  
You think there's no chance for you, son?

Why the best books haven't been written.  
The best race hasn't been run.  
The best score hasn't been made yet.  
The best song hasn't been sung.  
The best tune hasn't been played yet.  
Cheer up, for the world is young!

Melchisedeck had lived alone  
For many a season  
He fed on thistles and on stone,  
And with some reason.

Solomon was a king and leader,  
Son of David.  
He paved a house with gold and cedar.  
To God he gave it.

Melchisedeck was old and separate  
And very bold.  
He took his title and healed the  
reprobate.  
And loved the lowly.

Solomon loved his God and gold,  
His sins were many.  
Melchisedeck the great high-priest of  
old.  
Had not a penny.

Melchisedeck and Solomon these  
twain  
Were wise and wary,  
Melchisedeck will alone remain.  
A visionary.  
("Fact and Fiction" by Robert  
David O'Brien).

JOB PRINTING

THE STANDARD

## CARSELAND

The regular meeting of the P. B. Club was held last Tuesday at the home of Mrs. G. Forbes, with about 20 members present.

A number of the Carseland Ladies Aid attended the Christmas gift meeting of the Hilda Creek Ladies Aid at the home of Mrs. G. Mace last Wednesday. A very pleasant time was had by all.

The annual school Christmas Tree and Concert will be held in the Community hall December 23rd.

Mr. S. Nelson left by car last week for Long Beach, California.

Mr. and Mrs. M. Phillips are receiving congratulations on the birth of a daughter in the Holy Cross Hospital, December 14th.

Owing to the difficulty in engaging a really good orchestra for New Year's Eve the ball house's annual dance will be held December 28th.

Miss Jean Park, who is attending Macdonald College, Guelph, Ont., is expected home this week for the anniversary of her parents' Silver Wedding, and the Christmas holidays.

The many friends of Mr. Bert Woodrow will be pleased to hear that he is now at home convalescing from a broken shoulder, received while skating at Banff.

The many friends of Mrs. G. C. McIndy will be pleased to learn she was able to return home Monday from the Calgary hospital and while still not well is making progress.

## DRAMATIC CLUB DANCE

Most favorable have been the comments on all sides of the music, refreshments and generally enjoyable time of those who were present at the Dramatic Club Dance last Friday evening. Music that impelled all to dance was furnished by Len Davis orchestra. Delicious refreshments, the best ever, in the words of the orchestra, and boleros, calaveras, etc. that created a merry atmosphere all tended to make, socially, a very happy function.



## Hughes Motors

WISHES EVERYONE THE SEASON'S

HAPPIEST GREETINGS

AND THAT THE NEW YEAR

WILL BRING TO EACH A LARGE

SHARE OF HEALTH AND

PROSPERITY.



# HUGHES

## MOTORS

STRATHMORE, ALTA.



### MEN'S NECKWEAR—

In Gift Boxes, ..... 50c 75c, \$1.00, \$1.50  
..... :O:.....

### NEW HICKOK SUSPENDERS—

Neatly Boxed, at ..... \$1.00  
Other lines at ..... 50c and 75c  
..... :O:.....

### CURRIE'S XMAS GARTERS—

At ..... 25c and 50c  
..... :O:.....

### INITIALED TIE HOLDERS—

At ..... 50c and \$1.00  
..... :O:.....

### BELT BUCKLES AND LEATHERS—

In Special Gift Boxes, Hickok make,  
At ..... 50c and \$1.00  
..... :O:.....

A SPECIAL HORSEHIDE BELT—  
With neat Initialed Buckle ..... \$2.00

HICKOK AND BULL DOG  
CUFF LINKS, EXPANDA  
ARMBANDS, ETC.

# Men's Wear GIFT SUGGESTIONS

### MUFFLERS—

In Wool plaids  
Broadcloths,  
and Silks.  
50c ..... 95c  
\$1.50 ..... \$1.95  
and ..... \$2.50  
..... :O:.....

### DRESS AND DRIVING GLOVES—

Lined or  
Unlined. \$1.25  
\$1.45 ..... \$1.95  
to ..... \$3.75

### MEN'S ROMEO SLIPPERS—

Brown or Tan ..... \$2.45 and \$2.95

### MEN'S MOCCASIN SLIPPERS—

Best Grade at ..... \$1.25

### BEDROOM SLIPPERS—

All Wool, Zipper front ..... \$1.45

### SEE OUR DRESSING GOWNS—

Priced from ..... \$2.95 to \$7.75



### HANDKERCHIEFS—

All neatly Boxed, Colored or White,  
Priced, 2 for ..... 25c  
3 for ..... 50c  
3 for ..... \$1.00  
Initialed Linen Handkerchief at 25c  
..... :O:.....

### HOLEPROOF and ALLAN A. HOSIERY—

neatly boxed,  
at ..... 35c, 50c, 75c and \$1.00  
..... :O:.....

### MEN'S "GARTERLESS" SOX—

In Cotton Mixtures, Pure Wool and Silk  
..... 29c, 50c, 75c and \$1.00  
..... :O:.....

### A GREAT ASSORTMENT OF B. V. D. PAJAMAS—

Broadcloths at ..... \$1.95 and \$3.75  
Flannels at ..... \$1.75 and \$2.45  
..... :O:.....

### CURRIE SPATS—

Dome fasteners or Zipper \$1, \$1.50



## Shirts

### MEN'S B.V.D. SHIRTS—

Mostly Collar Attached, with the  
New Flexcraft Collar, \$1.65, \$2, & \$3.  
Other Makes at ..... \$1.00 and \$1.50  
..... :O:.....

## Sweaters

### SWEATER COATS—

Men's fine medium weight in shades  
of Brown, Grey, Heather, Blue and  
Maroon, with Zipper front, extra well  
made at ..... \$4.25

### BIG HAIRY SWEATERS—

Zipper Fronts at ..... \$3.95 and \$5.75  
..... :O:.....

### MEN'S FINE SWEATER COATS—

Heather mixtures, button style,  
at ..... \$2.45 and \$3.45  
..... :O:.....

## Windbreakers

### O. V. ALL WOOL WINDBREAKERS

With Zipper Fronts in Maroon, Blue  
and Sand, at ..... \$3.45 and \$4.95

LEATHER COATS, AND WIND-  
BREAKERS, FUR CAPS, GAUNT-  
LETS AND COLLARS, ETC.

# THOS. E. WRIGHT

## MEN'S BETTER WEAR





**BIRKS Quality Costs No More**

Fine Silver-Plated  
Casserole—\$8.00

Diamonds - Watches  
Clocks, Sterling Silver  
Silver-Plate, Novelties,  
English Leather and  
China.

**DISTINCTIVE  
GIFTS FOR ALL**

CATALOGUE FREE ON REQUEST

**Henry Birks & Sons, Limited**

314—8th Ave West,

CALGARY, Alberta

**STRATHMORE STANDARD**

PUBLISHED EVERY WEDNESDAY  
OFFICE PHONE 17 A. A. MOORE, EDITOR. RES. PHONE 64  
SUBSCRIPTION PRICE \$2.00 PER YEAR IN CANADA  
OUTSIDE CANADA \$2.50 PER YEAR  
ALL SUBSCRIPTIONS PAYABLE IN ADVANCE

**CHRISTMAS 1937**

May the Yuletide Season bring to each a fair measure of contentment and happiness.

Christmas Day is said to be the children's day and with what joyous eagerness and mysterious wonder they anticipate the day. Oh, goody! Christmas is only 24—17—10 days away, while mother and Daddy smile at the joyous enthusiasm, but thinking of the numerous duties to be done, silently wish the intervening time were twice as long. However they too have their share of pleasurable anticipation.

No, Christmas is not *alone* the children's day. Kept within reason it is equally a season of joy and happiness for youth and adults. This "Commercialized Age" has not robbed us of the genuine pleasure we derive from extending in all sincerity the Season's Greetings to our families and friends near or far and giving the token expressing the love and friend-

ship we feel. The gathering of friends where possible is one of the joys of Christmas.

And for the less fortunate, the Tiny Times, the kindly thought for their welfare is the generous concern of many men and women, to see that no child shall be forgotten on this Day of days.

Above and beyond all this is the significance of the Event which we celebrate: The Birth of the Messiah. What a cause for rejoicing! How much better the world would be, if it exemplified every day in thought and deed, the teachings of Christ.

Sometimes it seems as though the star of Bethlehem is darkened and overcast by the Clouds of War and a feeling of pessimism grows. The night of power not right seems too often to prevail. But no, we doubt not that though the times be tempestuous that truth and right shall overcome error. That out of the darkness and confusion will evolve a world in which the "Will of Christ," will be the guiding rule on earth.

**— I KNOW —**

By Edna Jaques

I know the angels still keep guard Above the world; yet it is hard To hear their song above the sound Of homeless people all around.

And War that stills its fevered breath Above the crimson aisles of death, I know the promise long since given By herald angels sent from Heaven Seems far away this Christmas-tide, For War's red fingers reaching wide Clutch at my heart and dim the sight Of angels on this holy night.

And yet deeper than sight or hearing, Beyond all reasoning or fearing, Is the sure knowledge that come what may

There shall be born a better day, And Christmas bells above the snow, Shall ring for Peace—I know—I know.

**JOB PRINTING  
Best Prices—Rapid Service  
THE "STANDARD"**

**DR. GEO. E. KOCH**

VETERINARY SURGEON

WISHES EVERYONE  
A HAPPY CHRISTMAS  
AND A PROSPEROUS NEW YEAR

We wish all Our Customers and Friends  
A VERY HAPPY CHRISTMAS  
COAL FROM CONSUMERS' MINE  
Delivered per Ton at \$4.25  
TRUCKING OF ALL KINDS  
Cream Route Tuesday and Friday  
Phone 5. NORMAN TAYLOR

A VERY HAPPY YULE TIDE AND  
BRIGHT AND PROSPEROUS  
NEW YEAR TO ALL.

**DR. D. C. HAWORTH****JOHN DEERE QUALITY  
EQUIPMENT**

FOR YOUR FARMING OPERATIONS  
STOCK CARRIED AT FRASER'S  
TIN SHOP

**W. J. Weyers**

PHONE 1617

STRATHMORE

**Merry Xmas****GIFTS GALORE**

AT

**PATTESON'S**

Rexall Drug Store

PHONE 49

**We Wish You A Merry Christmas And A Happy New Year****Toyland**

FULL LINE OF UP-TO-DATE  
TOYS

**Lamps & Shades****TABLE LAMPS --**

COMPLETE, from ..... \$2.75 up

**Carving-sets****PREMIER CUTLERY SETS --**

WITH LIFE-TIME GUARANTEE

SOLD BELOW CITY PRICES

**Dishes**

SEE OUR ASSORTMENT OF DISHES  
WE CAN OFFER YOU REAL  
BARGAINS IN THIS LINE

**Radios**

GENERAL ELECTRIC AND  
DEFORREST - CROSSLEY  
RADIOS ALWAYS IN STOCK  
BATTERIES AND TUBES

**Skating  
Outfits**

C. C. M. OUTFITS  
AT BARGAIN PRICES

**Crown Lumber Co. Ltd.**

PHONE 26

STRATHMORE, ALBERTA



# ROCKYFORD AND DISTRICT

Christmas Greetings To All

SHOWING—  
FRIDAY AT STANDARD  
SATURDAY AT ROCKYFORD  
DECEMBER 17th and 18th

## Wings Of The Morning

ALL IN TECHNICOLOR

—SEASON'S GREETINGS TO ALL—

CHAS. M. SHORT — Rockyford

### "COMPLIMENTS OF THE SEASON"

Treat Yourself to a Real XMAS GIFT  
Place a Five Point Coverage on Your Car  
See—

**BERT ERSWELL**

"Insurance of All Kinds"

PHONE No. 4 Rockyford

WISHING ONE AND ALL A MERRY  
CHRISTMAS AND HAPPY AND  
PROSPEROUS NEW YEAR

**A. L. F. Peters**

ROCKYFORD ALBERTA

WHEN IN ROCKYFORD CALL AT—

**Falconer's Hardware**

WHO WISHES YOU ALL A VERY  
MERRY CHRISTMAS AND A  
HAPPY & PROSPEROUS NEW YEAR

J. C. FALCONER — Rockyford

We take this opportunity of extending to our patrons our heartiest compliments of the season. We also wish to thank them one and all for their patronage, and hope to be able to serve them again as in the past.

**Griffiths' GARAGE & SERVICE**  
ROCKYFORD, Alta. PHONE 43

## CHRISTMAS 1937

Once again we have the privilege of joining in the annual celebration of the recurring birth date of the Central Figure of all history. And once again we must recognize that what should be a most joyous occasion is tempered and subdued by the terror and horrors of war in many lands. Until the nations of the earth are willing to be guided by the unselfish example of the Prince of Peace rather than by their golden images and their thirst for power, we shall fall short of the intended destiny for which the universe was created. In many lands, and we have not escaped, personal ambition has been substituted for public interest. To gratify that unholy greed, men in all walks of life seem perfectly willing to mask any flickering ray of personal principle with which they have been endowed by clothing themselves in a Machiavellian mantle and to descend into abysmal depths of moral and religious degradation. Let us all fervently hope that the year 1938 will witness an improvement in this terrible condition of public affairs.

To the people of Strathmore, Rockyford and all other points into which The Standard finds its way, I am happy to say that I wish you the merriest of Christmases and the happiest and most prosperous of New Years. May 1938 prove to be the turning point in our life of fortune and may the effect of these improved conditions be reflected in our social life.

C. R. WALROD,  
Mayor of Rockyford.

### MY WISH FOR YOU

T. Longbottom

My wish for you this Christmas Day, though you be near or far away, is that through all the storms of life you'll be well armed to face the strife.

With the sweet faith that's never faders,  
Though oft assailed by hate and scorn,  
The hope that ever rises high,  
When woe and danger linger nigh.

And charity that knows not creed,  
Nor falters in the hour of need;  
That prompt with ready hand  
To help a lame dog over the stile.

Then wish you never forsaken be,  
Though shipwrecked on a raging sea,  
For they who God's commands attend,  
In life's way have a constant friend.

## ROCKYFORD

Mrs. Melville and Mrs. Thomas of Acme were the guests for several days of their sister Mrs. K. M. Gibson.

The hazard, bowl supper and play put on under the auspices of the United Church Ladies Aid was a success financially, the sum of \$207.48 was added to the treasury. The play, "For Pete's Sake" under the direction of Mrs. R. L. Stone was very humorous, and kept everyone roaring with laughter throughout the three acts. The Ladies Aid wish to thank everyone who helped in many ways to make such a successful day.

Mr. W. Gibson spent several days of last week in Calgary.

Mrs. Moe of Langdon spent a few days visiting her daughter and son-in-law Mr. and Mrs. Geo. Thubron.

At last the curlers are away to start their first game of the season. Thirteen rinks are all ready to go. We hope that will not prove unconvincing.

Mrs. R. L. Stone entertained at dinner on Sunday in honor of the artists who acted. For Pete's Sake. The guests included Mr. and Mrs. Stone, Mr. and Mrs. Geo. Thubron, Mr. and Mrs. J. Ebert, Victor Agate, Keltz Wil-

## TUDOR

What is it about Xmas that makes it so different from every other time of the year? Father does not sit on the carpet and play with Junior's steam-engine at Easter. Grandpa doesn't wear a colored hat over one eye at Whitsuntide. Mother doesn't act like a 2 year old at Molly's birthday party. But have one Xmas celebration and you find every responsible adult in the family reverting to the kindergarten and how we like it! Gaily we throw off the cares of being parents and adult citizens. On Xmas morning along comes that fellow we loathe. Do we glow? We would on Dec. 22nd, the 23rd or the 24th but on the 25th? No! From the depths, we call up all our latent good nature "Merry Xmas," we say. And the surprised pleasure that fills across his face, pleases even us. He doesn't seem nearly as hateful as we thought. Perhaps if we said "Merry Xmas," to him every day for a while we might even grow to like him. In the mail, we find a Xmas card with a friendly greeting from Mrs. N. with whom we haven't been on speaking terms for a month. It is a pretty card with a cheery message. "She isn't really such a bad egg," we think. We read it again. There's no doubt with all her faults she has some splendid qualities. Remember the time she helped us out of John's pneumonia. Funny we hadn't thought of that for ages. But at the time we were so thoughtful and grateful. We'll ask her over to eat a piece of Xmas cake. And so two friends become two new friends again.

Yes, Christmas was too wonderful thing to us. Here am I spending my Sunday afternoon writing when I could be skating. Madame Editor requests five lines for the next edition. In June, January or July I could easily forget it. But for the Christmas number, could I? Why of course not. It's the Christmas Spirit.



### CHRISTMAS and NEW YEARS

LOW ROUND TRIP

EXCURSIONS

BETWEEN ALL POINTS

CHRISTMAS

FARE AND ONE QUARTER

Tickets on Sale Dec. 23 to 27

Return Limit—Dec. 27, 1937

NEW YEARS

FARE AND ONE QUARTER

Tickets on Sale Dec. 30, 1937

to Jan. 3, 1938

Return Limit Jan. 3, 1938

COMBINATION CHRIST-

MAS AND NEW YEARS

FARE AND ONE THIRD

Tickets on Sale Dec. 21, 1937

to Jan. 3, 1938 — Return

Limit Jan. 7, 1938.

TEACHERS & STUDENTS

FARE AND ONE QUARTER

Tickets on Sale from 3 Days

Before School Closes —

Return Limit 3 Days After

School Re-opens.

For information write or

phone



Hans, Bob Stone, Mrs. W. Gibson and Mr. and Mrs. A. Dunmore. The Sunday School entertainment will be given on Thursday evening, December 23rd at 5 p.m. Treat for the kiddies.

# XMAS

CHRISTMAS SEASON GIVES TO ALL  
PEOPLE THE THOUGHT OF BEING  
HAPPY AND OF TRYING TO MAKE  
OTHERS HAPPY

### MAKE MOTHER HAPPY WITH A—

HANDBAG. We have a pleasing variety

Prices ranging from ..... \$1.00 to \$3.25

BOUDOIR SLIPPERS. Many Styles, plain

and fancy. Prices ..... 69c to \$1.49

APRONS. All neat and pretty. Prices

from ..... 49c to \$1.00

LOVELY CHINA. Cups and Saucers,

Priced from ..... 25c to \$1.25

ALSO BERRY SETS, FANCY PLATES,

and many other beautiful pieces that al-

ways please her.

HOUSEHOLD LINENS— Towels, Lunch

Sets, etc., all at very reasonable prices.

### MAKE SISTER HAPPY WITH—

KAYSER AND NOVA SILK LINGERIE,

PIJAMAS, DAINITY LACE TRIM-

MED AND TAILORED DESIGNS

PRICED AT ..... \$2.95

CELESUEDE PIJAMAS at ..... \$2.45

LACE TRIMMED GOWNS, at ..... \$1.95

PANTY SETS— Boxed singly or wrapped

attractively in Celophane,

Priced from ..... \$1.35 to \$2.50

LACE PANTIES— in Wide Variety of

Styles and Prices.

GIRLS LINGERIE SETS— Celophane

Wrapped, price per set ..... 70c and 98c

A Variety of NOVELTIES at . . . 15c and 25c

COME IN AND LOOK AROUND

### MAKE THE CHILDREN HAPPY WITH

PICTURE BOOKS ..... 10c, 15c and 25c

HANDKERCHIEF BOOKS— Containing

Three Handkerchiefs, Priced at ..... 29c

TOYS AND GAMES at ..... 15c and 25c

BOYS BOXED TIES, each ..... 35c

BEDROOM SLIPPERS— All Sizes and

Pleasant Prices.

### FRESH MIXED NUTS— No

Peanuts, lb ..... 20c

PEANUTS, per lb ..... 11c

CALIFORNIA ORANGES—

40c Size, per dozen ..... 25c

MIXED CANDY— Xmas Ribbon, lb ..... 15c

FRESH CREAMS, per lb ..... 25c

FRESH CHOCOLATES, per lb ..... 25c

Want to make Dad or Brother happy with a Nice Pair of Slippers or a G.W.G. Shirt, Fancy Tie, Pair of Hose, A Pair of Gloves.



**STRATHMORE TRADING COMPANY**

A. D. HEMPTON, MGR.

STRATHMORE

ALBERTA

## Yorke's Cafe

EXTENDS SEASON'S  
GREETINGS TO ALL.

LILLIAN YORKE

Rockyford

**Let this FREE BOOK**



**... Show You what PAYS!**

■ Which of your farm operations actually puts cash in your pocket? Are some of your crops costing you more to produce than they are worth? Accurate records are essential if you are to discover the answer. The Royal Bank Farmer's Account Book will help you to keep such records and to operate your farm more profitably. Ask for a copy at your nearest branch, or write.

**THE ROYAL BANK OF CANADA**  
C. F. NICHOLL, Manager. Strathmore, Alberta.

## CARSELAND MEAT MARKET

Wishes all its Customers and Friends  
A VERY HAPPY CHRISTMAS SEASON  
AND A PROSPEROUS 1938

Make Your Christmas Dinner Right With  
One of Our Choice Turkeys.

CHOICE MEATS—Always in Stock

### H. M. BONITZ

Proprietor Carseland, Alberta

## Greetings—

A VERY HAPPY CHRISTMAS  
AND A PROSPEROUS 1938

### White & Gray

STRATHMORE ALBERTA

## THE BRITISH AMERICAN OIL CO. LTD.

Wishes All Its Customers and Friends  
A VERY HAPPY CHRISTMAS AND A PROSPEROUS 1938

J. LYALL CAMPBELL

Agent Strathmore, Alta.

## COMING EVENTS

The Sorosis Society will be packing their Christmas Cheer Hamper in the Sample Room of the King Edward Hotel December 15 and 16. Donations of any kind, from members or friends will be gratefully received, also any article of clothing suitable for a hamper.

Christmas Special in Permanent Waving. Apply Fay's Beauty Parlor, Phone No. 8.

Tuesday, December 21st at 7 p.m. in St. Michael's Church the Sunday School will hold its annual Christmas Tree including a Nativity Tableau done by children of the Sunday School. This latter is to be part of the 7.30 p.m. Service on the Sunday following Christmas.

The Lieut. Governor of the Province has proclaimed Monday, Dec. 27, Boxing Day, a legal holiday.

At the High School Banquet to be held Wednesday, Dec. 29th, Rev. Archdeacon Swanson of St. Stephen's Church, Calgary, has kindly consented to come and give an address. The Archdeacon is known as a fluent and entertaining speaker, and his address will be a special attraction. See Advt. re. High School Banquet on page 3.

## STANDARD

Mr. and Mrs. G. Dixon, celebrated their Golden Wedding anniversary on Tuesday, Dec. 7th. A family dinner was held at their home, and the old couple received a rag from the family. The people of the community contributed to a purse of money. Mr. Krohn and Mr. Knowlton made the presentation.

The Sewing Sisters Club had a bazaar and tea on Wednesday evening. Tickets were sold on an oil painting, a water color, and a doll. Miss Fawcett was the winner of the oil painting, while Ella Nielsen-Holmstrom, won the doll. A very substantial sum of money was realized.

Pupils of the Intermediate Room held a surprise party for Miss Fawcett on Thursday evening, at the school. Miss Fawcett was presented with a very lovely tablecloth and a beautiful doll. The evening was spent in playing games, and a dainty lunch was served. A very enjoyable evening was spent.

The English Ladies Aid met at the home of Mrs. C. P. Dahl on Friday afternoon. The roll call was answered by each member bringing a toy to be sent to the Junior Red Cross.

**TRAIN SCHEDULE**  
Going West ..... 8.35 p.m.  
Going East ..... 8.02 a.m.

## SUPERIOR MEAT MARKET

TO BRING OUT THE CHEER  
AT CHRISTMAS THIS YEAR  
SERVE A CHOICE TURKEY  
BOUGHT AT THE SUPERIOR  
FOR A MERRY CHRISTMAS DINNER

Wishing Everyone a Merry Christmas  
And a Prosperous New Year.

BEST QUALITY MEATS & POULTRY  
ALWAYS IN STOCK.

O. H. CHRISTENSEN, Strathmore, Alta.

**Here's a real buy!**

**THAT MEANS A BIG SAVING IN MONEY FOR YOU**



Think what this wonderful offer will mean in enjoyment throughout the whole year for yourself and your family. Magazines of your own choice and this newspaper, packed with stories, timely articles, helpful departments and colorful illustrations. Now is your chance.

| GROUP 1                                                                       | GROUP 2                                                |
|-------------------------------------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> National Home Monthly 1 yr.                          | <input type="checkbox"/> News-Week (26 Issues) 6mo.    |
| <input type="checkbox"/> Canadian Magazine 1 yr.                              | <input type="checkbox"/> True Story ..... 1 yr.        |
| <input type="checkbox"/> Red and Gun ..... 1 yr.                              | <input type="checkbox"/> Parents' Magazine ..... 1 yr. |
| <input type="checkbox"/> Pictorial Review Combined was Delinquent ..... 1 yr. | <input type="checkbox"/> Open Road for Boys - 2 yrs.   |
| <input type="checkbox"/> American Boy ..... 6 mo.                             | <input type="checkbox"/> American Boy ..... 1 yr.      |
| <input type="checkbox"/> Can. Horticulture and Home Magazine ..... 1 yr.      | <input type="checkbox"/> Screenland ..... 1 yr.        |
| <input type="checkbox"/> Parents' Magazine ..... 6 mo.                        |                                                        |
| <input type="checkbox"/> Silver Screen ..... 1 yr.                            |                                                        |
| <input type="checkbox"/> Open Road for Boys - 16 mo.                          |                                                        |
| <input type="checkbox"/> American Fruit Grower 1 yr.                          |                                                        |

This Offer Fully Guaranteed—All Renewals Will be Extended.

## TAKE YOUR CHOICE!

**\$ ALL FOR 3.00**

**OFFER NO. 1**  
One magazine from group 1  
AND  
One magazine from group 2  
and this newspaper.

**OFFER NO. 2**  
Three magazines from group 1 and this newspaper

**USE THIS ORDER BLANK**

Please clip list of Magazines after checking Publications desired.

Gentlemen: I enclose \$..... Please send me the magazines checked with a year's subscription to your newspaper.

NAME .....

STREET OR R.R. ....

TOWN AND PROVINCE .....

Form 369

A MERRY CHRISTMAS TO ALL MY FRIENDS AND CUSTOMERS

## Chas. Keeling

## THE HILL HARDWARE

Takes this opportunity of Wishing All Our Customers and Friends —

A VERY HAPPY CHRISTMAS AND A PROSPEROUS NEW YEAR

W. E. HILL — Carseland, Alberta

STANDARD COAL WELL SCREENED

Delivered in Strathmore, per ton ..... \$4.00  
Phone 30 Standard between 6 and 7.30 p.m.

—H. COSTELLO & SON—  
Standard Alberta

## The Economy EXPRESS

Extends to Everyone  
VERY HEARTY CHRISTMAS  
GREETINGS AND A BRIGHT AND PROSPEROUS NEW YEAR.

**HOTEL York** **150**

**CALGARY**

**HOTEL ST. REGIS**

DATES 25 and 26.25 - WEEKLY and MONTHLY RATES

JOB PRINTING THE "STANDARD"

# Lambert's

## -: Gift Suggestions :-

### Chocolates

NEILSON'S  
SMILES 'N' CHUCKLES  
PATTERSON'S  
ALL AT FRESH

### Games

CHILDREN'S GAMES  
AT ALL PRICES

### YARDLEY AND POTTER & MOORE

GIFT PACKAGES FROM 40c UP

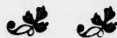
\$1.00 IS THE COST OF A  
MEMBERSHIP IN OUR  
CIRCULATING LIBRARY  
WITH A SELECTION OF OVER  
600 BOOKS

PERFUMES AND PERFUME BOTTLES, FROM 25c UP

JEWELRY AND SILVERWARE ON ORDER

## LAMBERT'S DRUG STORE

ACCURATE DISPENSING— PHONE 58, STRATHMORE



Buy Your Turkeys  
AT

**ROBERTS'**  
**Meat Market**  
For Your Holiday Dinner

WISHING YOU ALL A MERRY XMAS  
AND A HAPPY NEW YEAR



Len Roberts, Mgr. Strathmore

## LOCALS

Mrs. Saunders has been enjoying a visit with her daughter and son in Strathmore.

Violent Hyde will come from Stettin to enjoy Christmas at home.

The "Rising Tide" a Christmas Gift for your friends.

Mrs. Woodville entertained at a skating party last week in honor of her little daughter Joyce. About 25 small guests enjoyed a merry time on the ice followed by abundance of good things to eat at her home.

Mr. and Mrs. Hector McGregor of Lethbridge will spend Christmas at the parental home in Strathmore.

The "Rising Tide" it will soon be here. An amusing 60 page Fictional Annual which portrays in striking story our present day problems, and their solution.

Mr. and Mrs. Freddie Benz will spend Christmas in Windsor, Ontario with Mr. Benz' sister and her husband Mr. and Mrs. Polner.

Mr. and Mrs. Cecil Lambert will have as holiday guests the latter's father and grandmother.

Among the students returning home for their Christmas vacation will be Teddy Schulte, and Andrew Garrett from Edmonton. Frederic and Wilfrid Ridley from Toronto and Max Walls from Normal School, Calgary. Also Jean Cormack, Eleanor England and Isabel Drummond from Normal.

### FREE SHOW FOR CHILDREN

Friday, December 24th at 2 p.m. for children only. The Hiltie Theatre is putting on a Free Matinee for children of the district. A special Christmas treat is also being provided. Picture— California Mail, and special short subjects.

## HOCKEY NOTES

Saturday night the local intermated late defeated Glenora 2-2 at the arena. Well over 300 fans witnessed an interesting game on fast ice.

In the first period close checking gave the visitors an edge on the play. Both Cleve and Bogie had plenty to do in the nets. At the halfway mark Clifford put the Oilers one goal up on a solo that caught Cleve out of position. This frame ended Oilers one and locals nothing.

The second period opened with the Wings forcing the play. After six minutes of end to end rushes Cam Brown made a nest solo to make the count 2-0. The last first counter was a long shot by Gibson that rolled over Bogie's stick. E. Lester was sent to the cooler for roughing it up. The wings put on a power play but failed to score, the period ending with visitors still at a one goal advantage.

In the third frame the Wings dominated the play after a two way pass from Gibson to W. Giroux tied up the game. When Van Tighem was given a penalty the Oilers put on a power play which did everything but beat Cleve. With just seven minutes to go in this last frame T. Brown and A. Malmberg were given penalties for a double play. At 17:30 J. Groulx took a pass from G. Giroux to clinch the game, 3-2.

## NAMAKA

The card party on Monday night was well patronized and all enjoyed the evening. Miss Margaret Fawkes and Mr. Wm. Fawkes won the highest scores in whist and Mrs. Colpoys and Gerald won highest in bridge, while Miss Nancy Fawkes and Miss Verna Belts were the winners of the grand prize.

Congratulations to Miss Jean Alkous who came second in the Standard Essay Contest.

Miss Fyle is spending the week holiday in Calgary.

A special Xmas service will be held on Sunday the 19th with Special Musical numbers.

## SKATES

### SHARPENED

At The Bank  
WHILE YOU WAIT  
Open Every Night  
Scissors and Knives  
Sharpened  
GEORGE RISON

The Dominion  
Department of Agriculture  
has issued a report describing

## WHAT EVERY FARMER SHOULD KNOW

about

The British Market  
for Canadian Farm Products

It deals with Beef and Store Cattle,  
Dairy Cattle, Dressed Beef, Horses,  
Bacon and Ham, Cheese, Butter,  
Condensed Milk, Dressed Poultry,  
Eggs, Canned Fruits and Vegetables,  
Fresh Fruit, Honey, Maple  
Products, Tobacco, Hay, Alfalfa  
Meal, Grass and Clover Seeds, Furs.

You may have a copy free

Write to  
Director, Marketing Service  
Department of Agriculture, Ottawa

Issued under direction of Hon. James G. Gardiner, Minister.

# BEER

Leaves Nothing  
Unanswered for  
True Yuletide  
Hospitality

ORDER A CASE OF ALBERTA  
BEER -- IT'S BEST

Sold at all licensed hotels  
and clubs and by the case at  
Government Liquor Stores.

This Advertisement is Not Inserted by the Alberta Liquor Control Board, or by the Government of the Province of Alberta.

## LOW WINTER EXCURSION FARES

To EASTERN CANADA To CENTRAL STATES  
Daily Dec. 1 to Jan. 5 Daily Dec. 1 to Jan. 5  
Return Limit 3 Months Return Limit 3 Months

To PACIFIC COAST  
Vancouver—Victoria—New Westminster  
also to  
Washington, Oregon & California Points  
Choice of Tickets—First Class, Intermediate Class and Coach Class

Choice of Routes—Stopovers  
Your nearest Canadian Pacific Ticket Agent will gladly give full information and make arrangements

TRAVEL—

Canadian Pacific



## Advertising Rates

Classified Advertising, per issue ..... 35c  
 Three issues for ..... \$1.00  
 Reading Notices, Coming Events ..... 50c  
 Cards of Thanks, In Memoriam Notices, etc  
 per issue ..... 50c  
 Display Advertising Rates on Application.

FOR RENT—DWELLING FORMER-  
 ly occupied by George Polarity, Ap-  
 ply T. M. Wears, Stratford.

FOR SALE—1 CIRCULATOR HEAT-  
 er, in first class shape, price \$10.  
 Apply Morris West, Phone 1863

FOR SALE—ONE ONLY 1937  
 Three Band 6 Tube Spurious Bat-  
 tery Radio—only \$80. Apply Bar-  
 ber & Craddock, Stratford.

GET YOUR CHRISTMAS TREES  
 From Tony Kempe, Stratford.  
 Large Trees for Rural Schools.

LOST—IN THE PAST MONTH ONE  
 very fine Cameo Brooch, about 1 in.  
 x 1 1/2 inch, cut of small house, tree  
 and lady, set in gold frame. Valu-  
 able as a keepsake. Finder please  
 telephone Mrs. Wm. Risdon.

## Church Notes

—10:—

UNITED CHURCH OF CANADA  
 Stratford, Alberta  
 Rev. V. M. Gilber, B. A., B. D.  
 Minister

Sunday, December 19th, 1937  
 CHRISTMAS SERVICES  
 Subject—The Meaning of The  
 Incarnation.

Namika  
 11:30 a.m.—Combined Church  
 School and Worship.  
 Chas. 245 p.m.—Worship.  
 Stratford—  
 11 a.m.—Church School.  
 7:30 p.m.—Worship.  
 Pianist and Choir Leader—  
 Miss E. Hirtle, Graduate Mount  
 Allison Conservatory.

ST. MICHAEL'S AND ALL ANGELS  
 CHURCH

Incumbent—  
 Rev. Geo. W. Long, B. A., L. Th.  
 Dec. 18—4th Sunday in Advent  
 8 a.m.—Celebration of the Holy  
 Communion.  
 10 a.m.—Sunday School.  
 11 a.m.—Christmas Festival Ser-  
 vice at St. Andrew's Church, Glenora,  
 Holy Communion and Sermon.  
 7:30 p.m.—Stratford Carol Ser-  
 vice. This is a short service of Wor-  
 ship and Praise through that great  
 International language Music.  
 There will be a 15 minute address on  
 the subject—Carols and carollers.

SACRED HEART CHURCH  
 STRATHMORE

STRATHMORE—  
 Mass every Sunday 10:30 a.m. ex-  
 cepting first Sunday of the month,  
 when Mass will be at 10 a.m.

ST. PHILIP'S CHURCH

CAMBELAND—  
 First Sunday of the Month, Mass  
 at 11 a.m.  
 REV. FATHER COSMAN, Pastor

FRATERNAL  
 CANADIAN LEGION, B. E. L.  
 Stratford Branch No. 10



President ..... WM. GRAY  
 Sec. Treas. .... W. S. PATTERSON  
 Hall Manager ..... P. WRIGHT  
 Meetings held the second Tuesday  
 of each month. All eligible welcome  
 as members.

## RISDON'S MACHINE SHOP

## Machine Work And Welding

PHONE

LISTEN...  
 on Friday Night  
**"CANADA-1937"**  
 IMPERIAL TOBACCO'S  
 INSPIRING PROGRAM  
 FRIDAY 8 P.M. M.S.T.  
 CICA - CFAC - CIOC - CFON  
 CKBI - CFQC - CKCK

## TOWN OF STRATHMORE NOTICE RE TAXES

Taxpayers are reminded that tax-  
 unpaid December 31st are subject to  
 a penalty of 1 per cent.  
 T. M. WEARS, Sec. Treas.  
 Dec. 2, 9, 16, 23, 30.

The M. D. of Bow Valley No. 219

## NOTICE OF SALE

Notice is hereby given under Sec-  
 tion 48 of The Domestic Animals Act  
 (Municipalities) that one black mare  
 white star on forehead and  
 white right hind foot, branded  
 on out right thigh was im-  
 pound in the pound kept by V. E.  
 Stangness located on N. E. 32-22-25  
 W3 on the 21st day of November, 1937  
 and that the said animal was sold on  
 the 4th day of December, 1937 to  
 John Christensen of Carleton, and  
 that the said animal may be redeemed  
 by the owner or on his behalf within  
 a period of thirty days from the pub-  
 lication of this notice in The Alberta  
 Gazette, upon payment of all fees and  
 costs due to the Municipality and the  
 purchaser of said animal.  
 For information apply to the under-  
 signed.

L. C. VAN TIGHEN, Sec. Treas.  
 Stratford, Alberta.

## HUB

### BILLIARD ROOM STRATHMORE

A MERRY CHRISTMAS  
 AND HAPPY NEW YEAR  
 TO ALL OUR CUSTOMERS  
 AND FRIENDS  
 R. HAMBLEY, Prop.

## PETE DE KORT

Carpenter  
 STRATHMORE

## The Van Tighem Agencies

INSURANCE Of All Kinds  
 Life, Fire and Automobile

Local Agent for—The Sun Life Assurance  
 Co. of Canada and Canadian Westinghouse.  
 Phone 105 Stratford

## COAL AND GENERAL TRUCKING

STANDARD, CARBON, CONSUMER  
 MINES, DRUMHELLER GRAY COAL

Prompt Service—Phones R1316 & 80  
 GRAY & JONES, Stratford, Alberta

## ARDENODE

Mrs. D. S. Brook and family took in  
 the sights of the big city Saturday  
 last.

Mr. and Mrs. A. V. Southall and  
 daughter given of Standard visited at  
 the home of Mr. and Mrs. J. Seely, al-  
 so Mr. and Mrs. D. S. Brook Sunday  
 afternoon last.

Mr. and Mrs. A. C. Jensen and Pete  
 visited with Mr. and Mrs. C. O. Dawson  
 Sunday afternoon.

Mr. and Mrs. T. Harlett of Chesille  
 called on Mr. and Mrs. D. S. Brook  
 Sunday last.

Mr. and Mrs. Anderson of Strath-  
 more, nee Miss Edith Kearns, have  
 returned home after a short honey-  
 moon spent in Calgary.

Mr. Gordon Kearns and Miss  
 Judith Nelson of Stratford, were  
 quietly married on Sunday, Dec. 12  
 in Calgary. On their return they will  
 take up residence on their farm  
 here. We wish the happy couple every  
 happiness.

Don't follow the wrong road on  
 December 23rd follow the one leading  
 to Serviceberry school and enjoy a  
 swell evening. Come early and avoid  
 the crush.

Mr. and Mrs. A. M. Watson spent  
 the weekend visiting in Calgary.

## CARD OF THANKS

Having this week received the total  
 of the amount so kindly contributed  
 by the people of Stratford and vicin-  
 ity towards an attempt to re-es-  
 tablish him, Mr. D. E. Barker takes this  
 opportunity of thanking everyone who  
 donated.

## PICOBAC

PIPE  
 TOBACCO  
 FOR A MILD COOL TOKE

## WESTERN DEPT. STORE

Phone 28 Stratford, Alta. Phone 28  
 S. LIBIN, Manager

JAP ORANGES—  
 Box ..... 98c

CANDY—  
 Brilliant Mixed, ..... 35c  
 2 lbs ..... 35c  
 5 lbs ..... 85c  
 Lily Creams—  
 1 lb ..... 20c  
 5 lbs ..... 95c  
 English Mixed—  
 1 lb ..... 20c  
 5 lbs ..... 95c  
 Fruit Jellies—  
 1 lb ..... 23c  
 2 lbs ..... 45c  
 Chocolate Drops—  
 1 lb ..... 20c  
 5 lbs ..... 95c  
 Mellow Creams—  
 1 lb ..... 20c  
 5 lbs ..... 95c  
 Xmas Mixed—  
 2 lbs ..... 35c  
 5 lbs ..... 85c

MIXED NUTS—  
 with Peanuts, ..... 35c  
 2 lbs ..... 35c  
 5 lbs ..... 85c

MIXED NUTS—  
 No Peanuts, ..... 38c  
 2 lbs ..... 38c  
 5 lbs ..... 95c

WALNUTS—  
 California, 1 lb ..... 20c  
 1 lb ..... 14c

ALMONDS—  
 Soft Shell, 1 lb ..... 28c

FILBERTS—  
 1 lb ..... 20c

PEANUTS—  
 2 lbs ..... 25c  
 5 lbs ..... 55c

PECAN NUTS—  
 1 lb ..... 23c

SMYRNA FIGS—  
 1 lb ..... 25c  
 10 lb box ..... \$2.20

APPLES—  
 Delicious, ..... 25c  
 Small size, ..... 6c  
 Box ..... \$1.75  
 Large size, ..... \$2.10  
 Box ..... \$2.10

APPLES—  
 McIntosh Reds, ..... \$1.65  
 Unwrapped, ..... \$2.25  
 Fancy Wrapped, ..... \$2.25  
 Case ..... \$2.25

Northern Spys—  
 Fancy Wrapped, ..... \$2.25  
 Box ..... \$2.25

Wegeners—  
 Fancy Wrapped, ..... \$2.10  
 Box ..... \$2.10

JAP ORANGES—  
 Box ..... 98c

GINGER ALE—  
 Xmas Wrapped, ..... 90c  
 Large Bottles, ..... 6 for  
 7-UP—  
 Large Bottles, ..... \$1.20  
 6 for

LIME RICKY—  
 Large Bottles, ..... 90c  
 6 for

Free with each 6 bot-  
 tles. A deposit of 5c  
 on each bottle is re-  
 quired.

BISCUITS—  
 Special assortment,  
 Sweet, 1 lb ..... 20c

CANNED FRUIT—  
 PEARS—Sliced—  
 2 tins for ..... 25c  
 6 tins for ..... 69c

ORANGES—  
 Large Size,  
 Dozen ..... 35c & 40c

SOUP—  
 Aylmer, Vegetable  
 or Tomato,  
 3 tins ..... 25c

SOAP—  
 LUX SOAP—  
 4 Bars ..... 25c  
 P. G. SOAP—  
 10 bars ..... 45c

GINGER SNAPS—  
 2 lbs ..... 25c

LARD—Pure—  
 2 lbs ..... 35c  
 5 lbs ..... 85c

BACON—  
 Sliced, 1 lb ..... 30c  
 Half or Whole,  
 1 lb ..... 27c

TEA—  
 Nabob, 1 lb ..... 49c  
 Blue Ribbon,  
 1 lb ..... 49c

CHEESE—  
 Round, About 2 lbs  
 Each, 1 lb ..... 23c

ORANGES—  
 Large Size,  
 Dozen ..... 35c & 40c